



**geomares**  
**GROW YOUR BUSINESS**

Boosting societal and entrepreneurial value by combining open and proprietary data: 1+1=3!

Hydro INTERNATIONAL    GIM INTERNATIONAL    GiS PROFESSIONAL    GW GEOMATICS WORLD    p4e    G

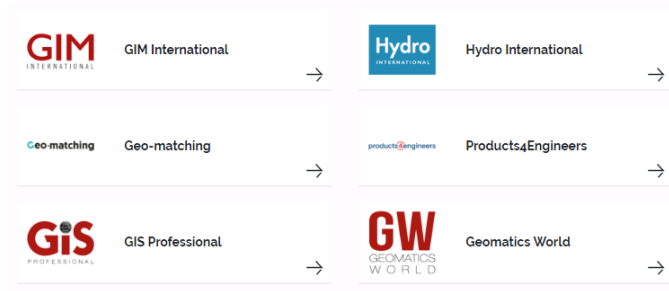
**Boosting societal and entrepreneurial value by combining open and proprietary data: 1+1=3!**

Over the years Geomares has built a database from different sources. The combination of these data with open data\* is adding value to the global geo-community, local economies and entrepreneurs and will reveal insights about meeting SDGs!\*\*

\* I've included no footnotes and references in this presentation, talk to me afterwards about where the Open Data is coming from.

\*\* No scientific 'truths', but merely useful insights, some gut feeling and eye-openers!

# Geomares' platforms



# Total of 1,85 million touchpoints

**Geo-matching.com**  
Pageviews in 12 months → **1.2M**

**Breakdown pageviews:**

Continent	Percentage
Asia	38.4%
Americas	26.8%
Europe	22.7%
Africa	9.2%
Oceania	2.8%
Not set	0.1%

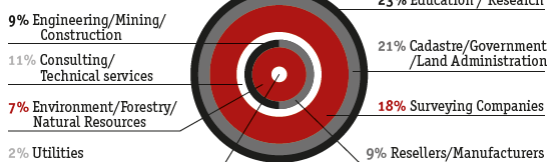
**GIM International**  
Pageviews in 12 months → **650K**

**Breakdown pageviews:**

Continent	Percentage
Europe	29.1%
Americas	28.9%
Asia	27.7%
Africa	10.3%
Oceania	3.8%
Not set	0.2%

## A little bit more about our readers...

### Organisation type



### Fields of interest (%)



## Predictive value

Can an analysis of the behaviour of visitors of the Geomares' platforms tell something about the reality or state-of-the-art or developments in geospatial?

Examples:

- Increase in 'requests for quotations' for laserscanners
- Decrease in interest in articles on surveying for oil & gas
- Countries, regions, application areas

Let's go and have a look at a few examples and share what we've found!



## Smart Cities

GIM International publishes a range of articles on Smart Cities:

- *Geomatics Makes Smart Cities a Reality*
- *Pioneers in Capturing Public Space*
- *Leapfrogging Urban Problems with Smart Cities*
- *Spatial Data and Smart Cities are Interdependent*

**Question:** Looking at our readers, where is the professional interest in the concept of Smart Cities most prominent?

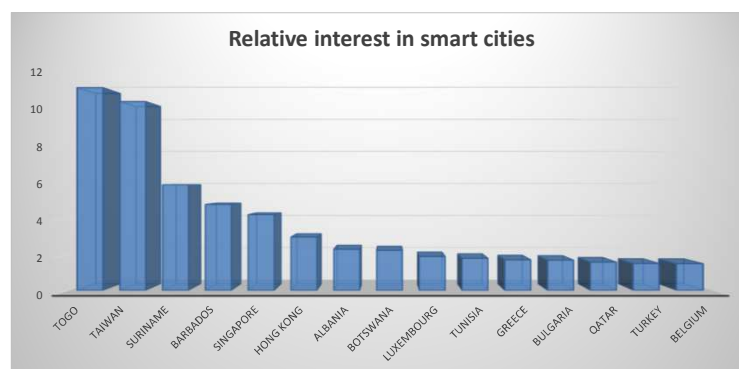


# Smart Cities

## Striking outcomes:

- Both from Togo and Taiwan there's relatively a lot of interest
- 3.13% of the readers are coming from Singapore
- Barbados and Suriname, both very small countries deliver a relative high proportion of views
- Algeria is a country with more than 42 cities of 100,000+ inhabitants, but almost no readers.

# Smart Cities



## Precision Agriculture

Geo-matching.com carries several product categories in the application area Precision Agriculture of which 'steering systems' would be the most important one.

**Question:** Where do visitors of this product category come from and how does that compare to the arable area of a country?

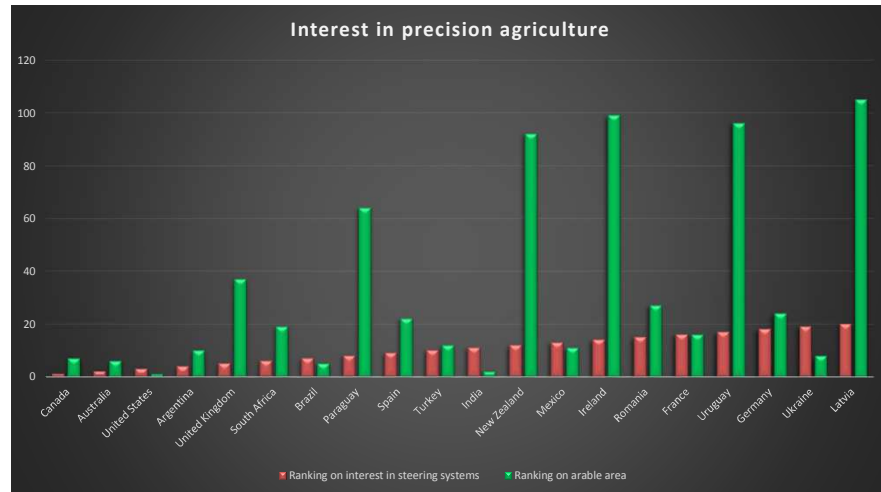


## Precision Agriculture

### Striking outcomes:

- Of the top 20 countries with the most visitors of precision ag product categories the majority comes from the biggest agricultural countries – like Canada, USA, Argentina and Australia
- There are six countries, namely the UK, Paraguay, New Zealand, Ireland, Uruguay and Latvia with relatively a lot more visitors than one would expect looking at arable area
- A few of the largest countries looking at arable area; India, Russia and China are generating almost no interest in precision ag product categories on Geo-matching.com.

## Precision Agriculture



## Tenure Rights

GIM International has published numerous articles on 'security of tenure rights' (more than 1,200 hits). A selection of the 50 most relevant articles has been checked on their visitor numbers.

**Question:** Where do visitors of content on securing tenure rights come from? And is that in line with the perception of the security of tenure rights as described in the report Perceived Tenure Security in 8 countries (Brazil, Colombia, Egypt, Greece, Indonesia, Nigeria, Peru and Tanzania) published by the Landportal in 2017.



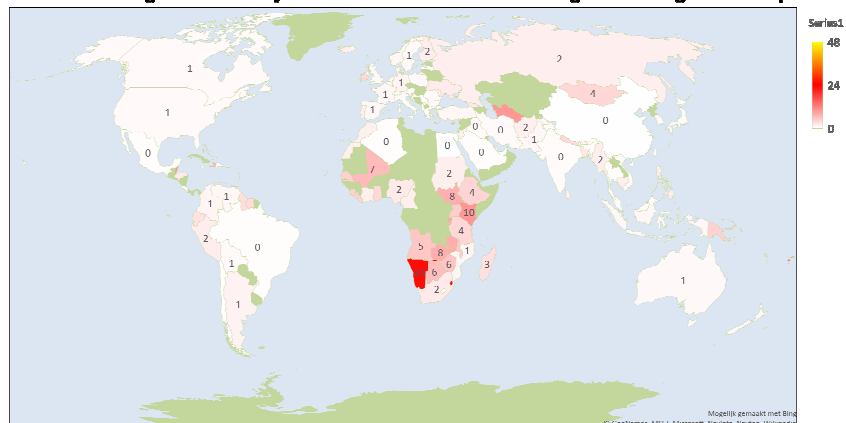
# Tenure Rights

## Striking outcomes:

- Readers from Namibia and Swaziland are ranking highest in interest in articles on Tenure Rights
- Interest in articles on tenure rights on GIM International was relatively high from Tanzania and Nigeria; the two countries that had the lowest perceived security in the report.
- Interest in articles, coming from Egypt, Greece and Brazil was proportional lower, corresponding with the higher perception of security of tenure rights of 5-10%.

# Tenure Rights

Ranking of relatively interest in secure tenure rights on a global map






## Take aways


- 1.85 Million touchpoints on Geomares' websites are drawing a world map full of insights.
- The interest of readers is often aligned with the government policy in specific topics.
- Relative interests in topics can help shape the agenda for (local) businesses and governments alike!

Geomares will further develop the database and put it into use for insights in geomatics topics, helping in meeting SDGs for governments!



The banner features the Geomares logo on the left, the text "GROW YOUR BUSINESS" in large white letters, and a silhouette of a person wearing a hard hat and holding a smartphone against a blue sky with clouds.

### Questions?

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